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FOR IMMEDIATE RELEASE

PMI 2014 Fall Conference Recap

CEOs see resurgence of U.S. plumbing manufacturing

Industry looks to create consumer demand by offering innovative products creating water savings and sustainability

Rolling Meadows, IL (November 4, 2014) — Six CEOs from Plumbing Manufacturers International (PMI) member companies presented a consensus view of a resurging U.S. plumbing manufacturing industry responding to consumer and environmental needs through product innovation at the recent PMI Fall Conference.

Speaking as part of the Executive Panel Discussion moderated by journalist and media personality Bill Kurtis, the CEOs agreed that aftershocks from the home equity and lending downturn are still resulting in consumer caution. However, they expressed optimism that innovative plumbing products resulting in water savings and sustainability will increasingly capture the interest of those considering remodeling projects.

Droughts occurring primarily in southwestern states such as California and Texas are sensitizing consumers to the importance of water savings and sustainability. The challenge for the plumbing industry is to help consumers and policymakers connect the dots between water savings and innovative plumbing products.

For example, replacing older, water-intensive toilets, showerheads, faucets and urinals with WaterSense® plumbing products can save 3 billion gallons of water a day, according to U.S. Environmental Protection Agency (EPA) data. WaterSense® is a public-private partnership to bring high-performing, water-efficient plumbing products to consumers. Plumbing Manufacturers International (PMI) urges policymakers, water utilities, installers and consumers to promote and use WaterSense® products as a simple way to save water in America.

The 2014 Fall Conference, held from Oct. 27-30 in Rosemont, Ill., enjoyed record attendance, with 138 total attendees and 20 event and exhibition sponsors. The CEOs participating in the discussion were Michael Sipek, CEO, Bradley; Jai Shah, President, Delta Faucet Co.; Chris Baldwin, President, Global Faucets, Kohler; David Lingafelter, President, Moen Inc.; Tim O'Keeffe, CEO, Symmons Industries, Inc. and Bill Strang, President, TOTO USA, Inc.

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Other conference events and discussions focused on topics such as government affairs, grass-roots advocacy, technical aspects, industry trends, the WaterSense® program, water-efficient products, sustainability, rebate programs, and more.

In addition to the Executive Panel Discussion, speakers and moderators included:

- Stephanie Salmon and Jerry Desmond, PMI lobbyists
- Victor Post, Vice President, GPM Research
- Veronica Blette, Chief, WaterSense® Branch, EPA
- Tim Duggan, Director of Customer Solutions, and Wendy McBay, Senior Director of Marketing, CMD
- Kevin Wong, Executive Director, Canadian Water Quality Association
- Tad Radzinski, Sustainable Solutions Group
- Dave Hartter, EarthShift
- Sarah Mandlebaum, Quantis
- William Paddock, WAP Consulting
- Steve Baer, PE International
- Jim Schneider, Editor, Plumbing Engineer Magazine, panel moderator
- Jörg Rudolph, Vice President, Head of Product Management, NEOPERL Inc.
- Hampton Newsome, Attorney, Federal Trade Commission Bureau of Consumer Protection
- Yvonne Orgill, CEO, Bathroom Manufacturers Association (BMA)
- Christian Taylor-Hamlin, Technical Director, BMA
- Jennifer Atlee, Technical Liaison, Health Product Declaration Collaborative
- Jacob Tompkins, Managing Director, Conservation Generation
- John Baethke, President, John Baethke and Son Plumbing
- Mary Ann Dickinson, President and CEO, Alliance for Water Efficiency
- Danielle Gallet, Infrastructure Strategist and Water Supply Program Manager, Center for Neighborhood Technology
- Mike Ramsey, Water Superintendent, Village of Westmont, Ill.
- Ed Lichner, President, Hydrodyne
- Bob Miodonski, Group Publisher, BNP Media's Plumbing Group, panel moderator

PMI's next conference will be October 26-29, 2015 at the Hotel Contessa in San Antonio.

About PMI: Plumbing Manufacturers International is the voluntary, not-for-profit international industry association of manufacturers of plumbing products, serving as the Voice of the Plumbing Industry. Member companies produce a substantial quantity of the nation's plumbing products. For more information on PMI or its conferences, contact the organization at 1921 Rohlwing Road, Unit G, Rolling Meadows, IL, 60008; tel.: 847-481-5500; fax: 847-481-5501. Visit our website at www.safep plumbing.org. ###